

MERCHANT OF THE MONTH

This Month Featuring VAN'S VARIETY

Brand New for the Holiday Season!
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TOYS FOR ALL AGES of boys and girls fill shelves in one big section of Van's Variety store. Camera caught Mrs. Wilbur (Mary) Van Blokland, owner, on a busy day as she was assisting a customer to make a selection. Mr. and Mrs. Van Blokland bought the store June 15, 1965, from Mrs. Harold Laird. They have expanded the stock, added new lighting and offer the southern Morrow county area a complete selection of variety goods.



DECORATIONS IN the Christmas spirit, including figurines, candles, nativity scenes make a beautiful display on one counter at Van's. Mrs. Maurice (Vivian) Elder, clerk, says this has been one of the most popular stops for Christmas shoppers. The store has a staff of three experienced clerks part time, in addition to the owners, Mrs. Snoda Blake, full time clerk, was not on duty the day these pictures were taken.



A FINE LINE of children's clothing is offered customers at Van's Variety. This rack displays some of the dresses and clothing available to customers. Van's Variety fills an important place among retail establishments of Heppner and well serves the needs of the area in notions and variety merchandise.



MRS. VAN BLOKLAND stands beside new housewares section in the store. Her husband and partner, Wilbur, devotes his time to ranching. The Van Bloklands have two sons, Gary, now serving with the Army Engineers at Ft. Belvoir, Va., and Dale, attending Blue Mountain College. The Van Bloklands have lived here for 12 years and Mary has had long experience in retail merchandising.



A FINE SELECTION of gift wrappings, ties and Christmas cards are on sale at Van's Variety, making it a complete shopping center for the holiday season. Mrs. Don (Jean) Bennett serves a customer at a well-laden counter. Mrs. Bennett was substituting as clerk for her sister, Mrs. Bert (Genevieve) Corbin. Van's will be open until 9 p.m. Friday night and Monday through Thursday of next week to accommodate shoppers.



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